

Colorectal Cancer Awareness



May 18, 2004



Washington State CCCP Colorectal Cancer Objectives

By 2008

Increase screening per ACS guidelines to 60% for FOBT and endoscopy procedures (flexible sig and colonoscopy)

- Identify gaps in CRC screening utilization
- Reduce barriers
- Develop public education & awareness programs for adults
- Educate providers
- Develop interventions to promote screening & follow up
- Promote policy change


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WA State CCCP Colorectal Screening Rates > 50 years old

- 53% screened per ACS guidelines*
- 45% screened per ACS guidelines 1997-1999
- Screening prevalence higher in urban (49%) vs. rural (38%)
- 49% >high school education vs. 36% < high school education
- 46% with insurance vs. 17% without insurance

*Source: Behavioral Risk Factor Surveillance System, 2002







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American Cancer Society Colorectal Cancer Task




- Identify existing programs & materials to increase public awareness
- Conduct literature review to identify programs & materials evaluated for effectiveness
- Review other sources for evidence-based interventions






Awareness: Washington State Campaigns

- Telephone survey of 46 state-wide organizations
- 74% response rate
- <1% had any type of active campaign



Awareness: National Campaigns

- "Screen for Life" CDC program
- "Polyp Man" American Cancer Society
- "Buddy Bracelet" Cancer Research & Prevention Foundation
- "Dialogue for Action Conference"

Literature Review: Intervention Strategies - Minimal or No Evidence of Effectiveness

- **Impersonal patient education interventions** (i.e. mailed FOBT cards, generic letters, physician office brochures) **as a stand-alone measure**
- **Mass mailings** to providers or to the general public

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Literature Review: Intervention Strategies - Good Evidence of Effectiveness

- **Provider recommendation**
- **Personalized patient interventions** (telephone call reminders, note from personal physician)
- **Combined provider interventions** (educate on evidence + office reminders + office systems)
- **Access interventions** (underinsured)
- **Mass media** (celebrity endorsements)

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New Universal Symbol




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Next Steps



- Develop criteria for evaluating interventions & materials
- Develop a comprehensive public awareness campaign for Washington State in 2005



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Opportunities



Influence public: work with health plans and large employers, target Medicare recipients, mass media awareness campaign targeting diverse populations, faith-based organizations

Influence providers: outreach, interventions, CME program, collaborate with physicians' organizations, incentives, HEDIS




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“The barrier to reducing the number of deaths from colorectal cancer is not a lack of scientific data but a lack of organizational, financial, and societal commitment”

Daniel K. Podolsky, MD (NEJM 7/20/00)

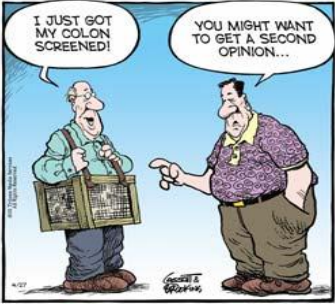


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A cartoon by Scott Adams. On the left, a man in a green shirt and blue pants carries a wire mesh cage. He says, "I JUST GOT MY COLON SCREENED!". On the right, a larger man in a purple patterned shirt and brown pants points at him and says, "YOU MIGHT WANT TO GET A SECOND OPINION...". The cartoon is signed "SCOTT ADAMS" and dated "4/27" in the bottom left corner.

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Thank you



The logo for the American Cancer Society, featuring a red vertical bar with a white caduceus symbol, followed by the text "American Cancer Society" in white on a blue background.
